

**American Association for Public Opinion Research
Executive Council Minutes
Thursday, July 22, 2021**

ATTENDANCE:

Council:

Paul Beatty	Vice President
Marjorie Connelly	Associate Standards Chair
Yazmín García Trejo	Associate Communications Chair – Absent
Ana Gonzalez-Barrera	Associate Inclusion and Equity Chair
Liz Hamel	Councilor-at-Large
Ricki Jarmon	Councilor-at-Large
Ashley Kirzinger	Standards Chair
Mary Losch	Councilor-at-Large
Gretchen McHenry	Secretary-Treasurer
Dan Merkle	Past President
Marco Morales	Communications Chair
Patricia Moy	President
Emilia Peytcheva	Education Chair
Heather Ridolfo	Associate MCR Chair
Darby Steiger	Conference Chair
Tamara Terry	Inclusion and Equity Chair
Angelique Uglow	MCR Chair – Absent
James Wagner	Associate Education Chair
Brady West	Associate Conference Chair
Anna Wiencrot	Associate Secretary-Treasurer

Staff:

Meagan Comerford	Director of Communications
Katie Geraghty	Executive Director
Melanie Goff	Program Director
Holly Koenig	Executive Vice President
Rachel Schuster	Program Administrator, Conference and Awards
Hana Watkins	Program Administrator, Membership Support

I. WELCOME, CALL TO ORDER, REVIEW, AND APPROVAL OF MINUTES

Moy called the meeting to order at 2:31pm ET.

Executive Council Meeting Minutes: June 15-16, 2021

MOTION: to accept the proposed minutes from the June 15-16th Executive Council meeting. Losch moved, Terry seconded. The motion passed by unanimous vote.

Geraghty noted that the meeting will be conducted in accordance with the U.S. antitrust laws and will follow Robert’s Rules of Order. Geraghty asked Councilors to self-identify before speaking so that meeting minutes can accurately capture motions, seconds, and comments.

II. CONSENT AGENDA

- [AAPOR Customer Service Tracking.xlsx](#)
- [AAPOR IEC July Consent Report](#)
- [AAPOR Standards Committee Consent Agenda](#)

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[Conference Consent Report](#)
[Education Committee Consent Report](#)

MOTION: to accept the Consent Agenda as presented. Morales moved, Steiger seconded. The motion passed by unanimous vote.

III. APPOINTMENTS

Conference Committee, Conference Support Subcommittee
Justine Bulgar-Medina, Associate Chair

Harkness Award Committee
Sunghee Lee, Member
Henning Silber, Member

Inclusion and Equity Committee, IEC Outreach Subcommittee
Rodney Terry, Chair

Inclusion and Equity Committee, IEC Affinity Group Subcommittee
Luis Tipan, Chair

Inclusion and Equity Committee, IEC Metrics and Accountability Subcommittee
Joe Murphy, Chair

Inclusion and Equity Committee, IEC Culture and Communication Subcommittee
Sara Walsh, Chair

Inclusion and Equity Committee, IEC Awards and Nominations Subcommittee
Anna Sandoval Girón, Chair

Standards Committee
Mickey Jackson, Member

Standards Committee, Transparency Initiative Coordinating Committee
Lindsey Hendren, Member

Membership and Chapter Relations, Survey Subcommittee
Tim Gravelle, Member

MOTION: to approve the nominations as a block. McHenry moved, Wiencrot seconded. The motion passed by unanimous vote.

IV. PRESIDENT REPORT

Future Meetings

Moy noted that to maximize everyone's time Council meetings should focus on action items as well as items that require full Council discussion; updates and information-only items should be included in the pre-meeting materials. Moy emphasized the importance of being effective with the use of the time that Council has together.

OUP Update

Moy provided an update with the next steps regarding the publishing contract between AAPOR and OUP. OUP agreed to AAPOR's request to extend the current contract by one year. Moy stated this extra year will allow all parties to identify metrics by which production vendors can improve, and allows OUP a second chance to correct current production problems.

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Moy reported on the successful release of the 2020 Pre-Election Polling Task Force Report. Moy expressed gratitude to: Merkle, for his spearheading and shepherding the task force; Morales, for crafting a nuanced outreach plan; and Kellen staff and the copy editor that was hired for this project.

V. SECRETARY-TREASURER REPORT

May 2021 Financials

McHenry gave an overview of the May financials. The conference revenue from May has been reported, with \$462,000 operating revenues over expenses as of May 31st. AAPOR is at 109% in revenue, largely due to the success of conference registration and membership. Conference revenue was down from 2020, but membership, distanced education, and career center are all up this year in comparison to last year. The conference care package is the one outstanding conference expense.

McHenry shared that the Investment Committee is concerned about the amount of cash on hand and would like to reinvest it back into AAPOR's portfolio. Cash was originally withdrawn from investment accounts to make sure there was enough on hand for conference expenses. With the conference now over, the Investment Committee would like to bring the asset allocation in stocks back up to 45%.

ACTION: McHenry to follow up with Councilors on upcoming expenses and what individual chairs need in the cash account.

McHenry shared the charge of the Future of AAPOR Finances Working Group. The group was scheduled to deliver its report in August, but needs more time to gather additional information. Council recommends that the working group be extended through December 2021.

ACTION: Saad to provide interim report at the September Executive Council meeting.

VI. COUNCILOR-AT-LARGE REPORT

Task Structure Assignments

Losch shared this is the first year that AAPOR has had three Councilors-at-Large (CAL). Losch, Jarmon, and Hamel shared a new task structure highlighting CAL committee assignments. The new structure will harmonize the efforts of committee assignments as well as journal governance. Hamel reminded Council that this is a living document and it will be updated as needed.

ACTION: Losch to email Geraghty an updated document to upload to Dropbox.

VII. INCLUSION AND EQUITY COMMITTEE UPDATE

Terry summarized the Inclusion and Equity Committee's charge, noting that it had never been formally approved.

MOTION: to accept and formally approve the Inclusion and Equity Committee's charge. Merkle moved, Jarmon seconded. The motion passed by unanimous vote.

VIII. AAPOR TASK FORCE ON ONLINE PANELS UPDATE

Kirzinger shared the task force proposal from last month, which now includes all comments and edits provided in the last Council meeting. Kirzinger informed Councilors that the task force has added additional members, including administrative support from Gallup.

MOTION: to accept the task force proposal, as amended. Merkle moved, and West seconded. The motion passed by unanimous vote.

ACTION: Kirzinger to send Geraghty and Schuster the final version of the task force proposal.

IX. AMS DATA MIGRATION REVIEW UPDATE

Speaking on behalf of the data-migration oversight committee, West shared they are working very hard on reviewing the data. He described the successes and hardships of the migration. Some data discrepancies have

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been found during the past two rounds of data migration. Because some variables in iMIS are not translatable to Rhythm, there will never be a 100% match of records found in the weekly exports.

West updated Councilors that Michael Patti is working on resolving many of the discrepancies, including drop-down variables not populating in Rhythm. In addition, Patti is looking into ways to automate population by field. West summarized a report from Patti saying that data migration is well underway with data from the core individual and organization tables being successfully imported into Rhythm. As of the meeting, there are 18,521 records (16,427 individual records and 2,094 company records).

At the time of this meeting, several members of the committee have voiced concern about signing off on the migration process and feel that a resolution is needed before a final collective decision is made.

X. CONFERENCE UPDATE

Steiger provided an update on conference planning, beginning with acknowledging the new strands of COVID-19. A decision on whether the conference is in person or remote will need to be made promptly and that she recommends Council vote in October, similarly to what was done in 2020. Steiger shared a proposed condensed version of the conference schedule, but stated she will need to look at the hotel contract for feasibility.

Steiger suggests that short courses remain virtual, and that Sunday morning sessions be potentially eliminated. Steiger brought up the possibility of having 11 concurrent sessions at the conference to allow for more sessions with fewer attendees in each and to shorten the length of the conference without sacrificing content. The site visit will be taking place the first week of August. On August 4, there will be a Zoom meeting in the afternoon to walk through the hotel and agenda for the conference.

ACTION: Steiger to circulate Zoom link for those interested in attending the conference walkthrough.

XI. GOVERNANCE OF AAPOR JOURNALS UPDATE

Peytcheva shared her review of the proposal submitted by Timothy Johnson's Ad-hoc committee on the governance of AAPOR journals. Discussion centered on a proposed structure that included an oversight committee for each of the three journals, which reported to a Publications subcommittee. The goal is for each oversight committee to have similar responsibilities and functions, especially since there currently is irregular communication across the journals.

One notable issue was the inclusion of the editors from each journal in the Publications subcommittee. Councilors agreed that editors should not be overseeing themselves and voted to remove them as members of the Publications subcommittee. In addition, Council agreed to reduce the Publications subcommittee by removing the proposed two seats for AAPOR members.

MOTION: to accept the structure for AAPOR journal governance as amended. Losch moved and West seconded. The motion passed by unanimous vote.

XII. AAPOR – KELLEN SUPPORT UPDATE

Moy relayed to Council the ongoing conversations with Kellen staff to reduce the scope of work to better match the 2016 contracted levels. This discussion relates to the review process for documents and emails, as well as the placement of Kellen staff in committee and subcommittee meetings.

Moy noted inconsistencies in how information about award nominations is received, processed, and downloaded to award committees, and asked Kellen to explore whether the submission form can be updated. Moy also mentioned the possibility of award committee members serve staggered terms so that yearly transitions are less onerous and each year some members have some institutional memory of the committee's processes.

ACTION: Beatty and Moy to reach out to Councilors to gather feedback on what level of support is needed for their respective committees.

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XIII. ADJOURN

MOTION: to adjourn the open portion of the Executive Council meeting and move to Executive Session at 4:52pm ET. Connelly moved, Losch seconded. The motion passed by unanimous vote.